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Inside Information

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INSIDE INFORMATION is published for distribution to public affairs and information staff members of the U.S. Department of Agriculture, its agencies, State Departments of Agriculture and Land Grant Universities. Individual items are sent electronically throughout the month to offices on the agricultural information network. These items are then printed at the end of the month for distribution to all offices, including those which do not have access to electronic mail. Any items, comments or inquiries should be sent to Denver Browning, Editor, Information Technology Management Staff, Office of Public Affairs, Room 536-A, U.S. Department of Agriculture, Washington, DC 20250, or send to Browning's FTS2000 (AT&T) mailbox !A13DBROWNING, or call at 202-720-2058. Communicators with USDA Agencies, Land Grant Universities and State Departments of Agriculture are encouraged to submit items to the editor for inclusion in both the electronic and printed versions.

EDITOR'S NOTE: Although timely in the electronic version, some job announcements may reach you too late in hard copy due to the shortness of deadlines. Our policy is to include all electronic items in the end-of-month hard copy.

STATE AG COMMUNICATORS NAME NEW COSDA OFFICERS

Communication Officers of State Departments of Agriculture (COSDA) elected new officers at their annual meeting held in Columbus, OH, recently.

Lisa Ray Grovenstein, director of press and consumer services for the Georgia Department of Agriculture, was named president. She had been the first vice president.

Diane Baedeker, communications officer for the Massachusetts Department of Food and Agriculture, became the new first vice president. Mary Beth Lang, information officer for the Washington State Department of Agriculture, was named second vice president.

James Miller, senior information specialist with the Colorado Department of Agriculture, was re-elected as secretary, and Carole Jordan, public information officer for the Kansas State Board of Agriculture, was renamed treasurer. Kerry Jorgensen, public information officer for the Nebraska Department of Agriculture, was named newsletter editor for the coming year.

Alice Walters, former chief communications officer for the Ohio Department of Agriculture, is the immediate past president. Walters, and her successor at ODA, Carla Moore, hosted the annual conference.

The state ag department information officers, press secretaries and other communications chiefs were welcomed to Ohio by ODA Director Fred Dailey, who gave some high plaudits to government ag communicators. He proudly exhibited some news achievements resulting from the ODA communication staff's efforts.

Likewise, Terry Strueh, president of the National Association of State Departments of Agriculture, and director of Indiana Agricultural Services and Regulation at Purdue University, praised and thanked COSDA members for helping NASDA, especially the information support provided to the NASDA biennial food shows. He said he wants to involve the communicators more in the NASDA effort to strengthen its avenues of involvement in solving problem issues.

Bobby Moser, Ohio State University's vice president for agricultural administration, urged the COSDA members to work closely with their land grant university ag communications offices. He cited examples of how teamwork among state and federal ag agencies in Ohio, and working with various other organizations (including environmentalists), have produced very good results.

The assembled COSDA members also heard tips from a farm broadcaster and an editor of a farm magazine. They heard a professional public relations executive explain his definition of public relations: "Doing good, and getting caught at it."

They received some interesting facts about surface and ground water contamination by agricultural production practices, based on extensive studies of the Lake Erie watershed areas. The facts show the amount of nitrate and pesticide contamination is much less than alarmists have been proclaiming. The 3-day conference concluded with an interesting select tour of eastern Ohio agriculture, including a visit to a large egg breaking and processing plant, a German-style winery, and a family (seventh generation) sheep farm.

In addition to those representing state departments of agriculture, those attending from USDA were Geraldine Schumacher, information director for the Foreign Agricultural Service; Bob Norton, information director for the Agricultural Research Service; and Stan Prochaska, public affairs officer with the USDA's Office of Public Affairs.

**NAT'L FARMERS' DIRECT MARKETING CONFERENCE TO BE HELD IN ST. PAUL**

The National Farmers' Direct Marketing Association (NFDMA) will be holding its 7th annual conference and trade show, January 30 - February 1, 1991, at the Radisson Hotel in St. Paul, Minnesota. The conference is being hosted by the Minnesota Department of Agriculture and the Minnesota Extension Service. The Departments of Agriculture and the Extension Services from Wisconsin, Iowa, and North and South Dakota are co-hosting the conference.

The national conference, which draws farmers from across the United States and even Canada, offers a variety of educational sessions from some of the nation's top experts and farmers on current topics affecting the direct marketing of farm produce and on the successful management of farmers' markets located in cities.

Market management skills, effective advertising and promotions, market layout, on-farm restaurants, entertainment farming, added-value farm products, farm diversification, how to increase produce sales, the role of farmers' markets in rural economic development, and selling alternative crops and exotic livestock are just a sampling of educational sessions to be covered.

The conference also will include a trade show, featuring exhibits on the most up-to-date products, equipment, packaging materials, scales, point-of-purchase items, merchandising materials, and specialty food products used in direct marketing today. There also will be a special resource room to showcase the vast amount of information available to farmers about direct marketing and diversification.

A special tour of farmers' markets in Minnesota and Wisconsin is being organized. The pre-conference tour will provide farmers with the opportunity to visit other successful farmers' markets and to meet the owners in person.

For registration and more program information, contact: Joan Sigmundik, Minnesota Extension Service, Ramsey County Extension Office, 2020 White Bear Avenue, St. Paul, MN 55109, or telephone 612-777-8156.



RETIRED FILMMAKER WITH THE U.S. DEPARTMENT OF AGRICULTURE DIES

Sid L. Schwartz, a retired USDA filmmaker, died of a heart attack on November 18 at the Ramses Hilton Hotel in Cairo, Egypt, while on vacation. He was 79.

Schwartz, born in New York City, was a publicist and broadcaster in New York prior to World War II, when he served as a photographer and filmmaker in the Army Air Force.

Moving to the Washington area in 1949, he worked as a scriptwriter and director at USDA until 1965, when he transferred to the AEC (Atomic Energy Commission) as deputy chief of the audiovisual branch.

When the AEC was abolished in 1974, he worked for the Energy Research and Development Administration and then the Department of Energy. He retired in 1979.

Schwartz is survived by his wife of 55 years, Sylvia Schwartz and a daughter, Ellen.



USDA PUBLISHES NEW YEARBOOK ON ENVIRONMENTAL CONCERNS

USDA has published its latest yearbook, "Agriculture and the Environment." Focusing on environmental concerns facing agriculture, it looks at how USDA is trying to address the concerns. The 344-page hardback book was released on December 3 at USDA's Outlook Conference, held each year in Washington, D.C.

Printed with soy-based ink on recycled paper, the new book is divided into six sections: "Land," "Water," "Air," "Technology," "Food Safety," and "What You Can Do."

Some of the subjects included are conservation tillage, sustainable agriculture, ground water quality, environmental legislation, interagency cooperation, recycling, testing drinking water, computer programs for application of fertilizer and pesticides, and local volunteer efforts across the nation to maintain and enhance environmental quality.

As always, each member of Congress will have limited free copies for public distribution. Copies also are available at a price of \$12 from the Superintendent of Documents, U.S. Government Printing Office, Washington, DC 20402.



NEW DIRECTOR NAMED FOR USDA'S INTERGOVERNMENTAL AFFAIRS

Gwen Bronson has been named Director of the Office of Intergovernmental Affairs in USDA's Office of Public Affairs.

Bronson has served six terms as the Vermont State Legislator. She also has served for six years on the University of Vermont Board of Trustees.

Effective January 6, as director of intergovernmental affairs, Bronson will serve as USDA's liaison to state departments of agriculture and other state and local government agencies.

Bronson will fill the vacancy left by Larry Werries in early July.

**UNIVERSITY OF NEBRASKA COMMUNICATOR ADDRESSES NAGC CONFERENCE**

Gary L. Vacin, University of Nebraska-Lincoln, recently addressed the National Association of Government Communicators Communications School, held in Arlington, Virginia, December 4-6.

He said, "Tough-minded, creative, vigilant management of communications technologies is essential to effectively harness the vast potential of this rapidly-changing resource."

Vacin said we must take charge, and remain in charge, of the vast array of communications technologies that are our servants. And, failure to proactively manage technologies carries a high price, both financially and in terms of missed opportunities.

He said few communications professionals are prepared for the task. Many people use modern technology "to do the same old things we always did." Past training and experiences in technology use are of little use to, and may even hinder today's communications manager.

Vacin urged the audience to abandon outdated notions about technology and recognize it as a resource that must be managed like any other important component of an information operation.

"We need to re-think the way we learn about, evaluate and use the new technologies affecting our profession," Vacin said.

Communication professionals must realize they are consumers in the fast-paced competitive industry that relies on product sales. As consumers, they must critically assess technology purchases based on their needs, and avoid becoming mesmerized by technology for technology's sake.

"We must be on our guard not to confuse the excitement of the theoretical future with the very real needs of the present," he said.

For further information, Vacin's telephone number is 402-472-2991.

**FARMERS HOME ADMINISTRATION PUBLIC AFFAIRS SPECIALIST RETIRING**

Nolan Kegley, a public affairs specialist with USDA's Farmers Home Administration (FmHA) since 1970, is scheduled to retire on January 4.

He writes the agency newsletter, news releases, features, and in March 1988, completed a revision of the FmHA "Brief History," used by Congress and the general public.

Kegley served as treasurer (1987-88) and vice president (1988-89) of the D.C. Region of Agricultural Communicators in Education (ACE).

He has a total of 27 years of federal service.



CHIEF OF USDA'S OPA PHOTOGRAPHY DIVISION RETIRING

Theodosia T. Thomas, chief of the Photography Division in USDA's Office of Public Affairs, is retiring on December 31 with 30 years of service.

Thomas joined the Photography Division in 1968 and was appointed to her present position in April 1985. As head of the Photography Division, she coordinated and supervised USDA's photographic information program and directed the activities of the Photography Division in three areas -- development and production of photojournalism and public information materials, management of a library of prints and slides, and the procurement of photographic lab services.

**OHIO STATE COOPERATIVE EXTENSION 1992 VIDEOCONFERENCE SCHEDULE**

Mitchel F. (Mitch) Jacobs, television program manager, Ohio State University Cooperative Extension Service, has provided a list of proposed programs on the 1992 schedule.

"AgriTrends" #119, 120, 121, 122.

DATES: 1/16/92, 4/16/92, 7/16/92, 10/15/92.

TIME: 8:00-8:30 p.m. ET.

AUDIENCE: Commodity traders, elevator operators, farmers, ag economists, general audience.

DESCRIPTION: AgriTrends: Economic Facts & Forecasts, puts you and keeps you in touch with the farm economy. This agricultural economics and information show appears quarterly and is produced at Ohio State University in cooperation with WOSU-TV. The show features OSU agricultural economists, Dennis Henderson, Norm Rask, and Scott Irwin. Each edition features updates and outlooks on grain, livestock, and the import and international trade markets. In addition, a global economic event is given an in-depth analysis on each program.

"Working With Limited Resource Audiences" (dual uplink with Iowa State).

DATE: March 19, 1992.

TIME: 10:00-12:00 a.m. ET.

AUDIENCE: Extension Faculty/Staff.

DESCRIPTION: This dual-link AG*SAT program will provide Cooperative Extension faculty and staff assistance in dealing with the needs of limited resource clients, particularly in rural areas. These clients are frequently thought to be only an inner-city urban problem, but significant numbers of rural families and the elderly fall into the limited resource guidelines. For these families, issues such as sustainable agriculture, waste management and safe agricultural practices impact their lifestyle and income. Impact and concerns directed at family social and economic well-being will be a major focus. Related printed materials will provide participants with guidelines which can be used to develop programs for use in their areas following the videoconference.

"Natural Resources International Videoconference."

DATE: May 9, 1992.

AUDIENCE: USA, Russia, Natural Resource faculty.

DESCRIPTION: The environment on an international scale will be examined in this live audio interactive videoconference. The video portion of this program will originate from OSU, with live audio participation from Soviet experts in Moscow. Further details will be forthcoming.

"Ticks and Disease."

DATE: May 1992

AUDIENCE: Nationwide state and local health departments, hospitals, extension agents, general audience.

DESCRIPTION: First program in a possible series of live videoconferences that present views on risk, protection, diagnosis and treatment related to vector-borne diseases such as Lyme disease. The program will be designed to inform general public and health care professionals about Lyme disease.

"Getting Ahead by Letting Go II."

DATE: May 21, 1992.

AUDIENCE: State Extension staff/faculty, other Extension professionals.

DESCRIPTION: Videoconference that will feature Ohio experts in the personnel development area. Focus of the program will be training Extension professionals to build a successful "Letting Go" seminar in their state. The "Letting Go" concept centers around identifying program planning areas and prioritizing them.

"Leadership Development."

DATE: Possible June 1992.

AUDIENCE: State and local leaders.

DESCRIPTION: Program designed to implement leadership programs and activities for state and local leaders. Other details upcoming.

"Detergents IN-Depth, '92, Safety of Household Cleaning Products."

DATE: April 9, 1992.

AUDIENCE: Home Ec agents, communicators, educators, soap/detergent industry.

DESCRIPTION: A videoconference featuring up to the minute facts about the safety of household cleaning products in the home and in the environment. A live broadcast from OSU with toll-free calling in questions to the speakers.

"Methods of Teaching Agriculture."

DATES: Wednesdays, January 15-April 22, 1992.

TIME: 5:30-7:30 p.m. ET.

AUDIENCE: Senior/Graduate level students.

DESCRIPTION: AG*SAT senior/graduate level course offering three quarter or two semester credit hours. The course is designed for professors in the food and agricultural sciences and graduate students who wish to become professors. It deals with theory, principles and procedures associated with effective instruction in agriculture at the college level. The course will be taught by Dr. L.H. Newcomb, Associate Dean and Director of Academic Affairs at OSU.

"Health Council Videoconference."

DATE: June, July, August.

AUDIENCE: General. Further details coming.

For more information, contact Mitch Jacobs at 614-292-2011.



FORMER DIRECTOR OF USDA'S AMS INFORMATION OFFICE IN CHICAGO DIES

Herb Jackson, former director of information in USDA's Agricultural Marketing Service office in Chicago, died suddenly during the night of December 24-25 of an apparent heart attack.

Jackson was currently working in Washington, D.C. as director of information for Commodity Futures Trading Commission. His family had not yet moved here from Colorado.

Jackson had joined his wife, Janet, in Chicago to make arrangements for the funeral of his mother-in-law.



UPCOMING COMMUNICATION EVENTS AND TRAINING OPPORTUNITIES

January 21-22:

ADVANCED WRITING AND INTERVIEWING TWO-DAY WORKSHOP

The Peabody, Memphis, Tennessee

Contact: Effective Communications Group, 201-444-3147

January 23-24:

ADVANCED WRITING AND INTERVIEWING TWO-DAY WORKSHOP

Omni Tampa Hotel, Tampa, Florida

Contact: Effective Communications Group, 201-444-3147

January 27-28:

ADVANCED WRITING AND INTERVIEWING TWO-DAY WORKSHOP

Wyndham Garden Hotel, Charlotte, North Carolina

Contact: Effective Communications Group, 201-444-3147

January 30-31:

ADVANCED WRITING AND INTERVIEWING TWO-DAY WORKSHOP

Hotel Dorset, New York, New York

Contact: Effective Communications Group, 201-444-3147

February 3-4:

ADVANCED WRITING AND INTERVIEWING TWO-DAY WORKSHOP

Hyatt Regency, San Antonio, Texas

Contact: Effective Communications Group, 201-444-3147

February 5-6:

ADVANCED WRITING AND INTERVIEWING TWO-DAY WORKSHOP

Wyndham Garden Hotel, Dallas, Texas

Contact: Effective Communications Group, 201-444-3147

February 6:

NAGC Luncheon Meeting in Conjunction with "INFOCOMM International"

Days Inn Downtown, Washington, D.C.

Contact: Ben Cromer, 202-619-0084

February 10-11:

ADVANCED WRITING AND INTERVIEWING TWO-DAY WORKSHOP

The Tremont, Chicago, Illinois

Contact: Effective Communications Group, 201-444-3147

February 13-14:

ADVANCED WRITING AND INTERVIEWING TWO-DAY WORKSHOP

Hanover Courtyard by Marriott, Whippany, New Jersey

Contact: Effective Communications Group, 201-444-3147

February 24-25:

ADVANCED WRITING AND INTERVIEWING TWO-DAY WORKSHOP

Back Bay Hilton, Boston, Massachusetts

Contact: Effective Communications Group, 201-444-3147

February 27-28:

ADVANCED WRITING AND INTERVIEWING TWO-DAY WORKSHOP
Wyndham Bristol, Washington, D.C.
Contact: Effective Communications Group, 201-444-3147

March 5-6:

CASE "Making Your News Service More Effective" Conference
Sheraton Society Hill Hotel, Philadelphia, Pennsylvania
Contact: Lindsay Conn, CASE, 202-328-5967, FAX 202-387-4973

March 12-13:

ADVANCED WRITING AND INTERVIEWING TWO-DAY WORKSHOP
Stouffer Madison Hotel, Seattle, Washington
Contact: Effective Communications Group, 201-444-3147

March 16-17:

ADVANCED WRITING AND INTERVIEWING TWO-DAY WORKSHOP
Sir Francis Drake, San Francisco, California
Contact: Effective Communications Group, 201-444-3147

March 19-20:

ADVANCED WRITING AND INTERVIEWING TWO-DAY WORKSHOP
Stouffer Concourse Hotel, Los Angeles, California
Contact: Effective Communications Group, 201-444-3147

March 23-24:

ADVANCED WRITING AND INTERVIEWING TWO-DAY WORKSHOP
Westcourt in the Buttes, Phoenix, Arizona
Contact: Effective Communications Group, 201-444-3147

April 29 - May 1:

NORTH CENTRAL REGIONAL ACE MEETING
Theme: "ACE on the Horizon"
University of Illinois, Champaign-Urbana, Illinois
Contact: Anita Povich, 217-244-2827

